

STUDENT HANDOUT

## 2018 MIDTERM ELECTION: NOV. 6, 2018

Sum of networks live + same day

	Rating	Number of Viewers
All Households	22.2	26,687,000
Persons 2+	11.8	36,111,000
Persons 18-34	5.3	3,699,000
Persons 35-54	13.2	10,575,000
Persons 55+	21.9	20,210,000

Source: Nielsen, Fast National Ratings.

NOTE: Data above is inclusive of broadcast and cable networks, as well as PBS member stations. Common coverage of ad-supported networks only was 35.3 million viewers P2+.

**2018 Networks Included:** ABC, CBS, NBC, TEL, UNI, PBS, CNN, CNNe, Fox Business, Fox News Channel and MSNBC.

## HISTORICAL MIDTERM ELECTIONS

Year	Networks	Combined No. of P2+ Viewers
2014	ABC, CBS, NBC, CNN, Fox News and MSNBC	22,712,000
2010	ABC, CBS, FOX, NBC, UNI, CNN, Fox News and MSNBC	34,911,000
2006	ABC, CBS, NBC, CNN, Fox News and MSNBC	31,398,000
2002	ABC, CBS, NBC, CNN, Fox News and MSNBC	26,297,000

**STUDENT HANDOUT**

# SUM OF NETWORKS LIVE + SAME DAY (NOV. 8, 2016)

	RATING	RATING
All Households	40.0	47,501,000
Persons 2+	23.6	71,428,000
Persons 18-34	19.3	13,293,000
Persons 35-54	28.0	22,477,000
Persons 55+	32.5	28,893,000

## 2016 PRESIDENTIAL ELECTION

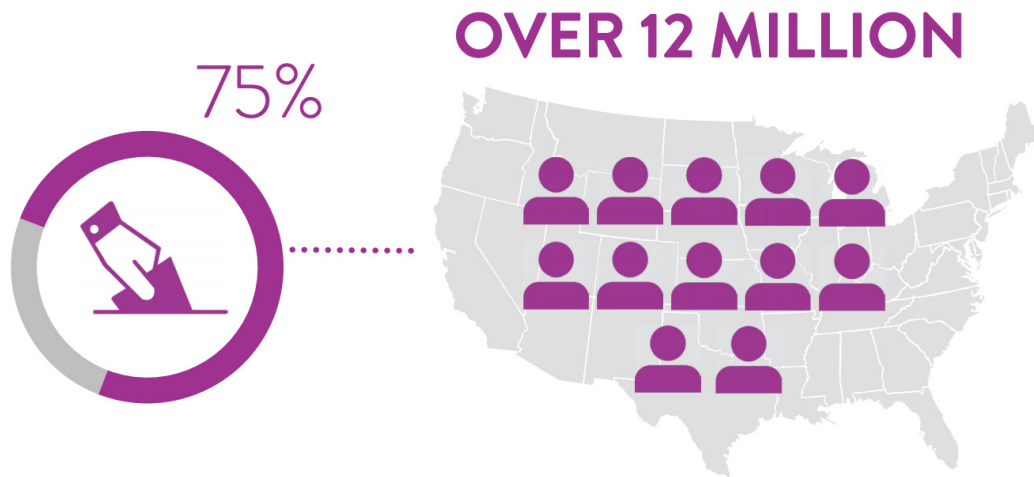
### 2016 Networks Included:

ABC, CBS, FOX, NBC, TEL, UNI, CNBC, CNN, Fox Business Network, FOXNC, MSNBC, TV One and Lifetime

**Source:** Nielsen, [Over 36 Million Viewers Watch Primetime 2018 Midterm Election Coverage](#), 2018; [71 Million Viewers Tuned in to 2016 Election Coverage in Primetime](#), 2016.

**STUDENT HANDOUT**

# SINGLE WHITE FEMALES (2016 DATA)



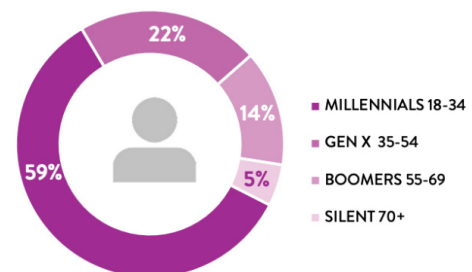
REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

## NO PARTY TIES CREATES CHANCE TO SWAY

Almost one in five (16%) Single White Female Voters do not have a party affiliation. They are 50% more likely than the average voter to not have a party affiliation.



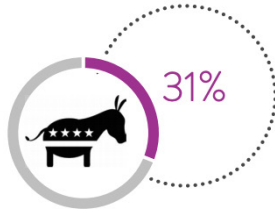
## GENERATIONAL BREAKOUT OF THE SINGLE WHITE FEMALE VOTER



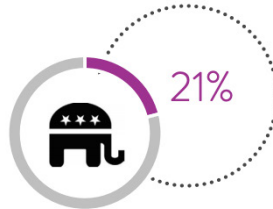
## STUDENT HANDOUT

### POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

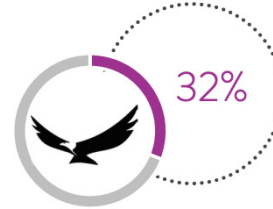
#### DEMOCRAT



#### REPUBLICAN

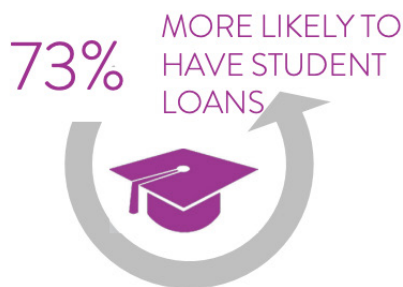


#### INDEPENDENT



### EDUCATION

Sixty-five percent of Single White Female Voters are college educated with 29% having a 4-year degree. Nearly 1 in 5 have a student loan.



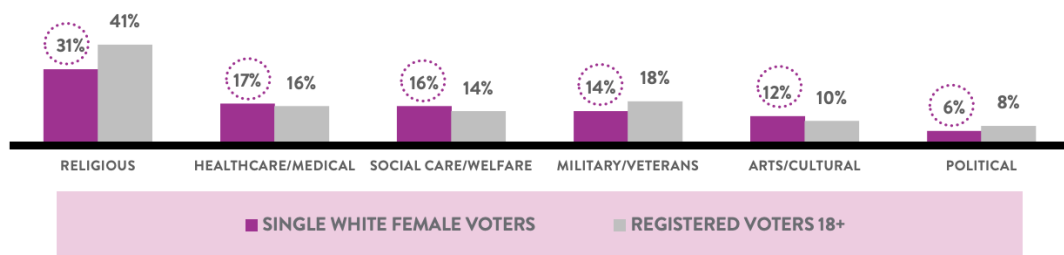
### INCOME

 **\$60,900**

#### AVERAGE HOUSEHOLD INCOME

Single White Female Voters have household incomes \$14,000 less than the average voter. Issues focusing on education and wage equality will be of major interest.

### ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



6%

CONTRIBUTED TO A POLITICAL ORGANIZATION

## STUDENT HANDOUT

### FIND HELP FOR RALLIES, LOCAL COMMUNITY EVENTS AND FUNDRAISERS



VOLUNTEERED  
PAST YEAR



#### ENVIRONMENT

The environment is a key issue for the Single White Female Voter segment with almost half (47%) considering themselves to be more environmentally conscious than most and one in ten supporting a politician based on their environmental position.



AGREE THE GOVERNMENT SHOULD PAY MORE  
ATTENTION TO ENVIRONMENTAL ISSUES

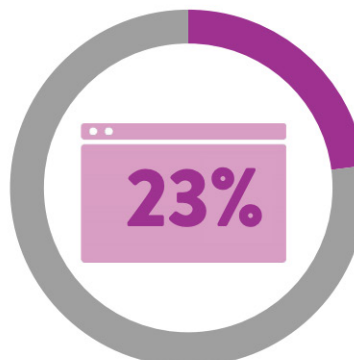


#### HEALTHCARE

Almost all of Single White Female Voters (91%) have health insurance. The segment is 20% more likely than the average voter to have an individual healthcare policy and 79% more likely to be on Medicaid/public assistance, making issues surrounding healthcare reform important.



## LOCAL MEDIA EXTENDS DIGITAL REACH



MORE LIKELY



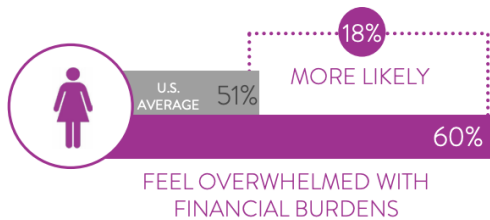
TO HAVE VISITED A MEDIA  
WEBSITE PAST 30 DAYS

## STUDENT HANDOUT



### ECONOMY

Single White Female Voters agree that they are overwhelmed with financial burdens and that the current economy is impacting their spending habits. They are 68% more likely than the average voter to be actively seeking work. Candidates with strong economic reform platforms as well as those supporting the increase of minimum wage and wage equality for women will find favor with this segment.



### RELIGION

Religious based issues will find support with about half of Single White Female Voters. Three in five agree prayer is part of their daily life and 54% agree religion should be the pillar of our society. Issues surrounding gay marriage will find support with this voter segment as 60% disagree that marriage should only be between a man and a woman.



## SOCIAL MEDIA HABITS OF THE SINGLE WHITE FEMALE VOTER

### WEBSITE/APPS USED PAST 30 DAYS

191

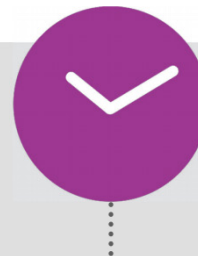
INSTAGRAM

155

TWITTER

126

FACEBOOK



### DAILY AVERAGE TIME SOCIAL NETWORKING

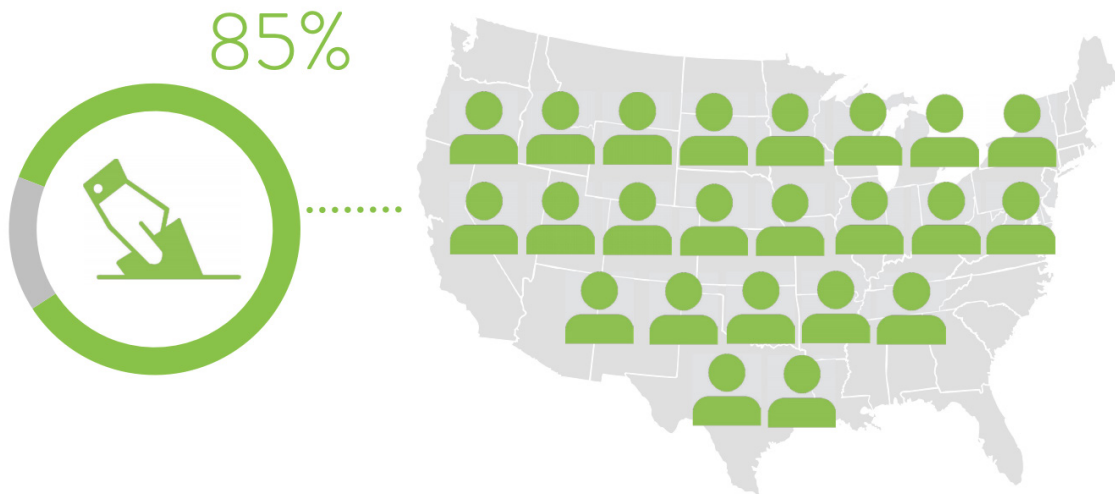
	VOTER 18+	SINGLE WHITE FEMALE VOTER
1+ HOURS	29%	43% (148)
3+ HOURS	10%	17% (178)

○ INDEXED TO ADULTS REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

**STUDENT HANDOUT**

# AFRICAN AMERICANS (2016 DATA)

**OVER 23 MILLION**



## EDUCATION

This voting segment places high value on education. More than half of African American Voters are college educated and they are 86% more likely than the average voter to be planning to go back to school.



**86%**  
**MORE LIKELY**

TO BE PLANNING TO GO BACK TO SCHOOL  
IN THE NEXT 12 MONTHS

## INCOME

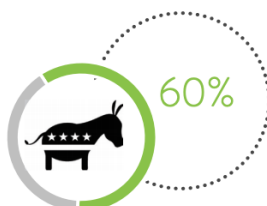
**\$57,100**

AVERAGE HOUSEHOLD INCOME

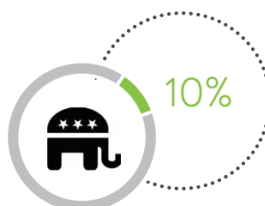
African American Voters' incomes are about \$18,000 less than the average voter making economic, education and wage equality issues a focus.

## POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED

DEMOCRAT



REPUBLICAN

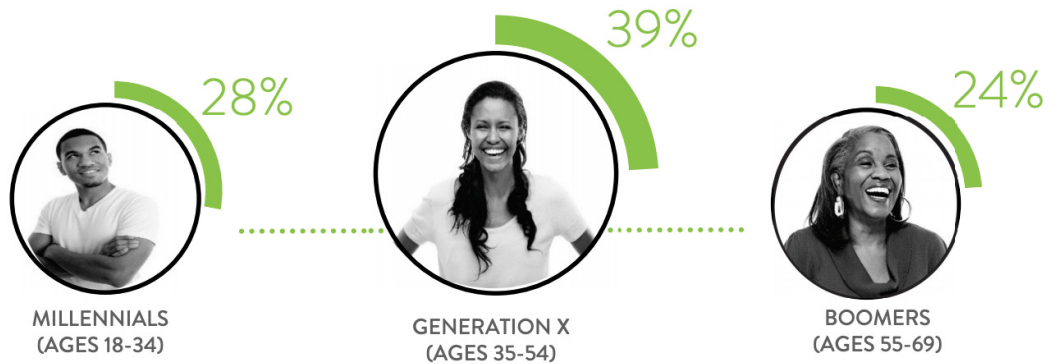


INDEPENDENT



## STUDENT HANDOUT

### AFRICAN AMERICAN VOTERS SPAN ALL GENERATIONS



#### RELIGION

Religion is the pillar of society for the African American Voter with three quarters of this segment in agreement. Four in five say prayer is a part of their daily life. Candidates courting this important segment should not only show their strong support of religious issues but also demonstrate they walk the path of righteousness themselves.

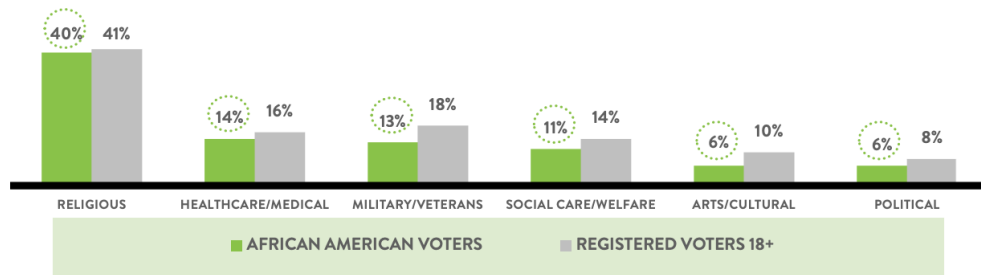


#### HEALTHCARE

The majority (90%) of African American Voters have health insurance. This voter segment is twice as likely to be insured via Medicaid/public assistance/welfare and therefore should show keen interest in issues surrounding Welfare Reform.



### ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS

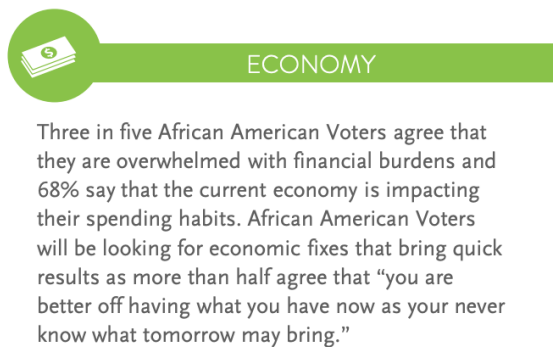


6%

CONTRIBUTED TO A POLITICAL  
ORGANIZATION



## STUDENT HANDOUT



Over half (55%) of African American Voters feel good about celebrities of their own ethnic background in the media and almost a third agree that celebrity endorsements influence them to action. Campaigns utilizing celebrity endorsements could see gains in African American Voter support.



AGREE CELEBRITY ENDORSEMENTS INFLUENCE THEM TO ACTION

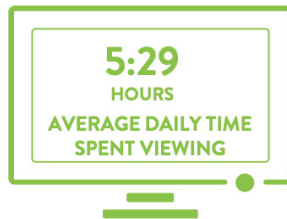
### BUILDING PARTY SUPPORT



SELF IDENTIFY AS INDEPENDENT OR NO PARTY

## STUDENT HANDOUT

### TOP MEDIA FORMATS AMONG AFRICAN AMERICAN VOTERS



#### TOP 5 TYPES OF TV PROGRAMMING WATCHED

- 1 LOCAL NEWS
- 2 MOVIES
- 3 COMEDIES
- 4 MYSTERY/SUSPENSE/CRIME
- 5 SPORTS

#### TOP 5 NEWSPAPER SECTIONS READ

- 1 FRONT PAGE/MAIN NEWS
- 2 LOCAL NEWS
- 3 ADVERTISING CIRCULARS/INSERTS
- 4 ENTERTAINMENT/LIFESTYLE
- 5 COMICS



**5 MILLION**  
.....  
READ A NEWSPAPER VIA  
A MOBILE DEVICE PAST  
30 DAYS



**37%**  
MORE LIKELY  
.....  
TO USE INTERNET/APP TO  
LISTEN TO LOCAL RADIO  
STATION  
PAST 30 DAYS

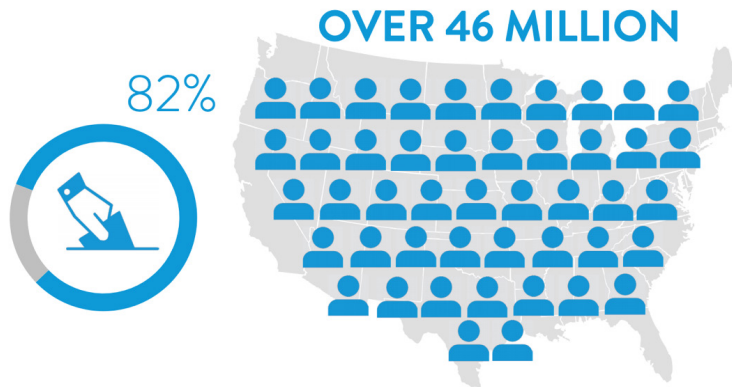


#### TOP 5 RADIO FORMATS M-SU 6A-MID

- 1 URBAN AC
- 2 URBAN CONTEMPORY
- 3 RYTHMIC CONTEMPORARY HIT RADIO
- 4 POP CONTEMPORARY HIT RADIO
- 5 ADULT CONTEMPORARY

**STUDENT HANDOUT**

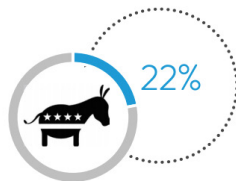
# NON-COLLEGIATE WHITE MALES (2016 DATA)



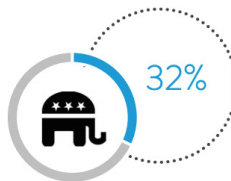
REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

**POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED**

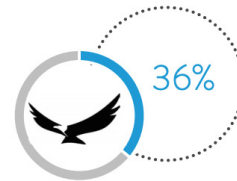
DEMOCRAT



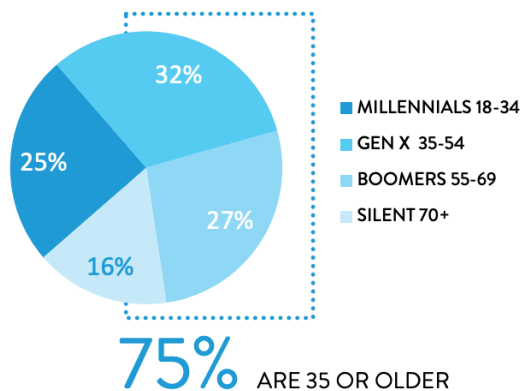
REPUBLICAN



INDEPENDENT



**GENERATIONAL BREAKOUT OF THE  
NON-COLLEGIATE WHITE MALE VOTER**



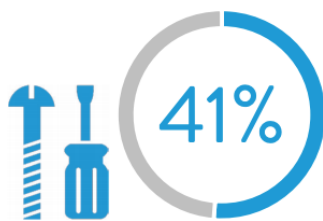
**23%**

MORE LIKELY TO BE RETIRED OR RETIRING  
IN THE NEXT YEAR

## STUDENT HANDOUT

### EDUCATION

This segment, which is 61% more likely to be blue collar, may not have a college degree but education is still important to learn in-demand skills. They are 34% more likely to have attended a special/technical/vocational school.



HAVE ATTENDED A SPECIAL/TECHNICAL/  
VOCATIONAL SCHOOL

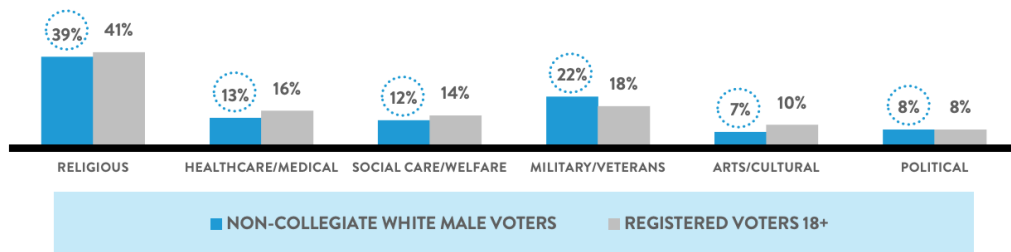
### INCOME

 **\$70,700**

#### AVERAGE HOUSEHOLD INCOME

Non-Collegiate White Male Voters have household incomes that are \$4,000 less than the average voter. This puts them in the “middle” of the issues that ensure the rich do not have unfair advantages and benefits for the poor are allocated appropriately.

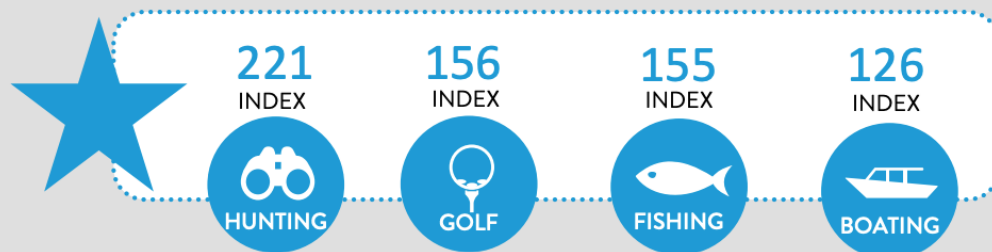
### ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



8%

CONTRIBUTED TO A POLITICAL  
ORGANIZATION

### ACTIVITIES PAST 12 MONTHS



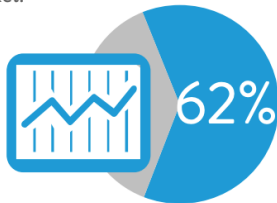
INDEXED TO ADULTS REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

## STUDENT HANDOUT



### ECONOMY

One in four (25%) Non-Collegiate White Male Voters are retired and three in five have some type of investments. Wanting to ensure their golden years are secure, their attention will focus on economic policies affecting social security and stability in the financial market.



62%  
OF HOUSEHOLDS HAVE SOME  
TYPE OF INVESTMENT



### HEALTHCARE

Almost all of Non-Collegiate White Male Voters (93%) have health insurance. Nearly a third are covered under Medicare and they are 35% more likely to have military health insurance. Issues addressing quality and comprehensiveness of coverage for veterans and retirees will be a focal point.

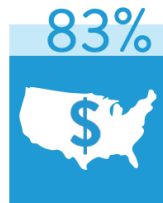


31%  
HAVE MEDICARE FOR HEALTH  
INSURANCE



### FOREIGN POLICY

With donations and high support for military coupled with those on military insurance, the Non-Collegiate White Male Voter is likely to have an open ear on what a candidate has to say about foreign affairs including military issues and border security. They have a patriotic spirit with 83% agreeing it is important to buy American.



83%  
AGREE BUYING AMERICAN IS IMPORTANT



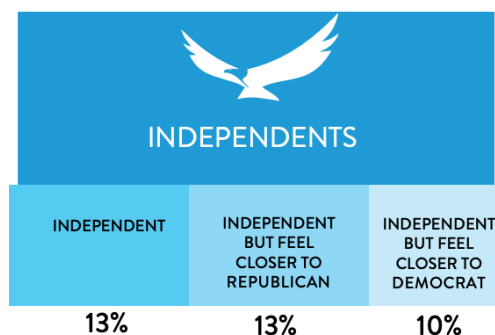
### ENVIRONMENT

Non-Collegiate White Male Voters are invested in environmental issues with 70% agreeing the government should pay more attention to the environment. With over 21 million saying they are more environmentally conscious than most, conservation issues will be important.



21 MILLION  
FEEL THEY ARE MORE  
ENVIRONMENTALLY  
CONSCIOUS THAN MOST

## LOOK ACROSS THE INDEPENDENTS



## STUDENT HANDOUT

### SPORTS REACHES THE NON-COLLEGIATE WHITE MALE VOTER ACROSS ALL OUTLETS



#### PERCENT MORE LIKELY THAN AVERAGE ADULT REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

**23%**

TYPICALLY WATCH  
SPORTS

**14%**

READ SPORTS  
SECTION

**36%**

LISTEN TO ALL  
SPORTS RADIO

**24%**

USE INTERNET FOR  
SPORTS SCORES

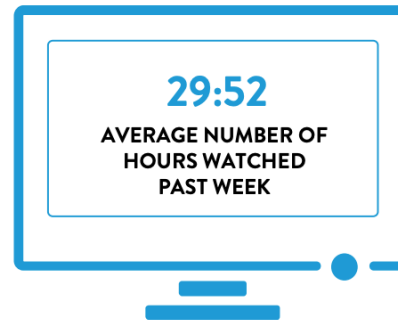
**23%**



MORE LIKELY TO HAVE DRIVEN  
250+ MILES PAST WEEK

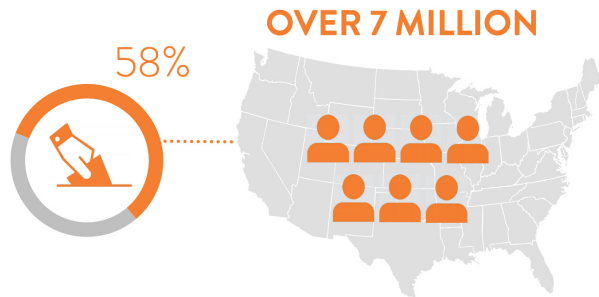
**29:52**

AVERAGE NUMBER OF  
HOURS WATCHED  
PAST WEEK



**STUDENT HANDOUT**

# HISPANIC MILLENIALS (2016 DATA)

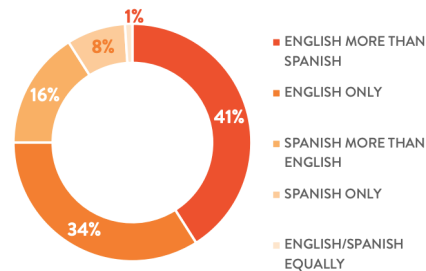


REGISTERED TO VOTE IN THEIR DISTRICT OF RESIDENCE

**BUILD PARTY SUPPORT**

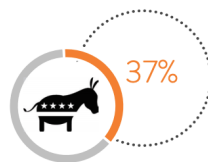


**LANGUAGE PERSONALLY PREFER  
TO SPEAK**

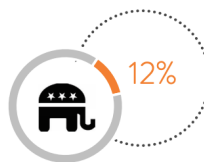


**POLITICAL PARTY AFFILIATION - SELF-IDENTIFIED**

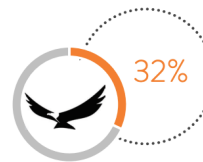
**DEMOCRAT**



**REPUBLICAN**



**INDEPENDENT**



**EDUCATION**

Almost half (47%) of Hispanic Millennial Voters are college educated. Higher education is important with one in four planning on going back to school within the next year.

**INCOME**

**\$62,200**

**AVERAGE HOUSEHOLD INCOME**

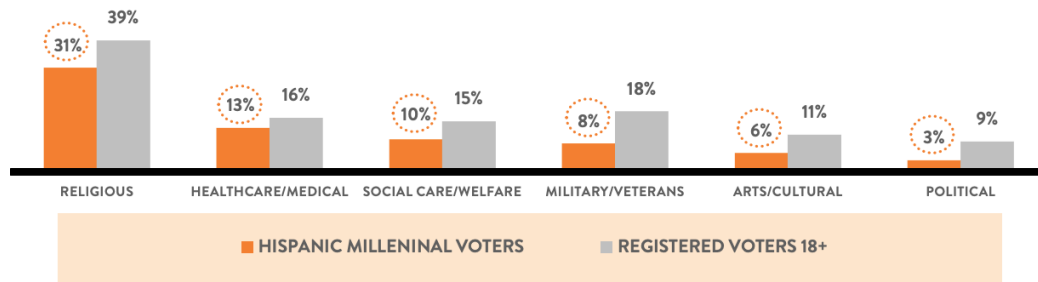
Hispanic Millennial Voters have similar household incomes to Single White Female Voters with their average household income about \$12,000 below the average voter.



**TO USE INTERNET/APP TO  
TAKE A COLLEGE COURSE**

## STUDENT HANDOUT

### ORGANIZATIONS CONTRIBUTED MONEY TO PAST 12 MONTHS



3% CONTRIBUTED TO A  
POLITICAL ORGANIZATION



### ECONOMY

Hispanic Millennial Voters are two times more likely than the average voter to be seeking employment. Three in five agree that they are overwhelmed with financial burdens and say that the current economy is impacting their spending habits. And like their African American Voter counterparts, they too will be looking for economic fixes that bring quick results, as more than half agree that “you are better off having what you want now as your never know what tomorrow may bring.”



### HEALTHCARE

Four in five Hispanic Millennial Voters have health insurance with one in five receiving that insurance via Medicaid/public assistance/welfare. Forty percent of those insured have an individual policy, making them 14% more likely than the average voter to have had to secure their own insurance. This segment will be closely watching candidates' positioning on healthcare reform and Obamacare.



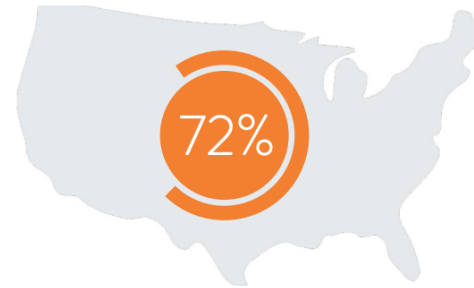


## STUDENT HANDOUT



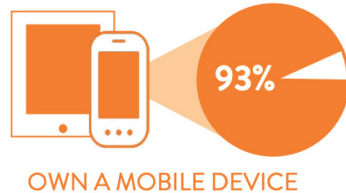
### CULTURE AND IMMIGRATION

The majority (72%) of Hispanic Millennial Voters were born in the United States and almost equally as many (75%) prefer to speak English more than Spanish or English only. That does not mean that cultural heritage is not important as 71% agree that their culture/heritage is an important part of their lives. And when they are at home, two in five embrace that heritage by predominately speaking Spanish. So while the segment demonstrates high levels of assimilation, negative positions regarding immigration may be harmful to a campaign.

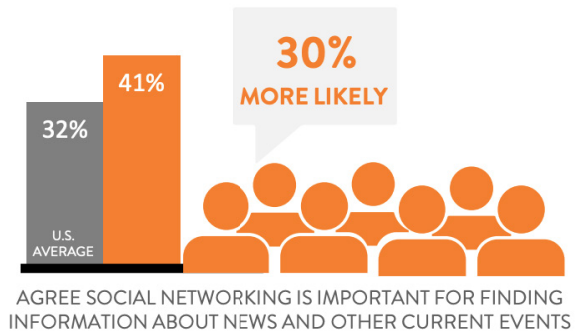
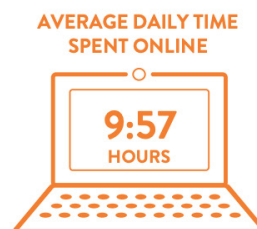


BORN IN THE UNITED STATES

### CONNECT WITH HISPANIC MILLENNIAL VOTERS ON THE GO



### ONLINE AND SOCIAL MEDIA HABITS



### NOTABLE GENRE/FORMATS



INDEXED TO AVERAGE REGISTERED VOTER

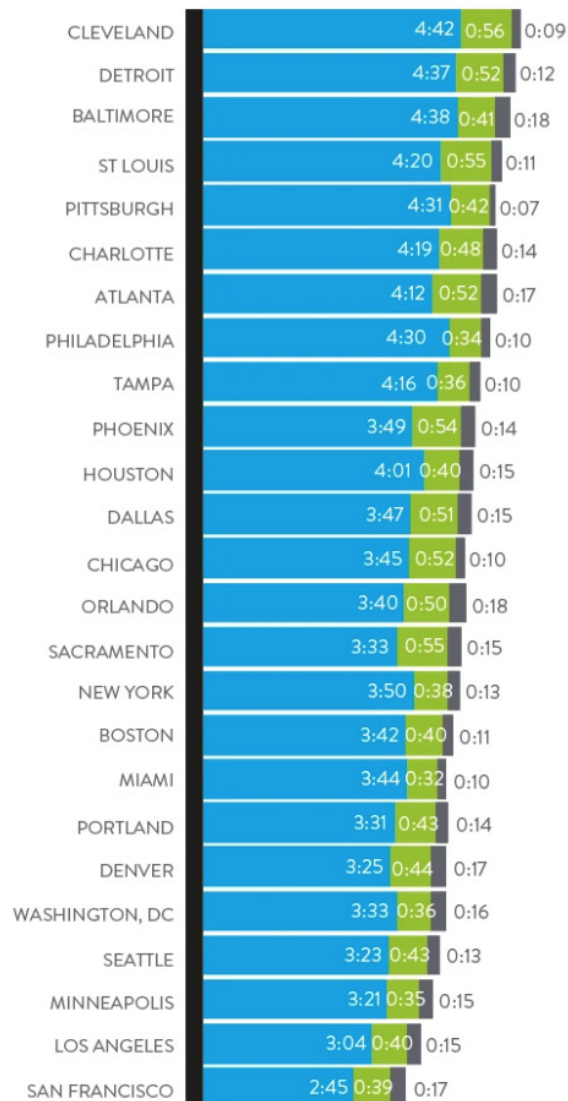
Source: Nielsen, [Political Pairings: Reaching Key Voter Segments in the 2016 Election](#), 2016.

**STUDENT HANDOUT**

# AVERAGE TIME SPENT PER DAY (HH:MM)

While viewing is increasingly fragmented, live tv still makes up the bulk of how we watch

● LIVE TV ● WATCHING TIME-SHIFTED TV ● USING A MULTIMEDIA DEVICE



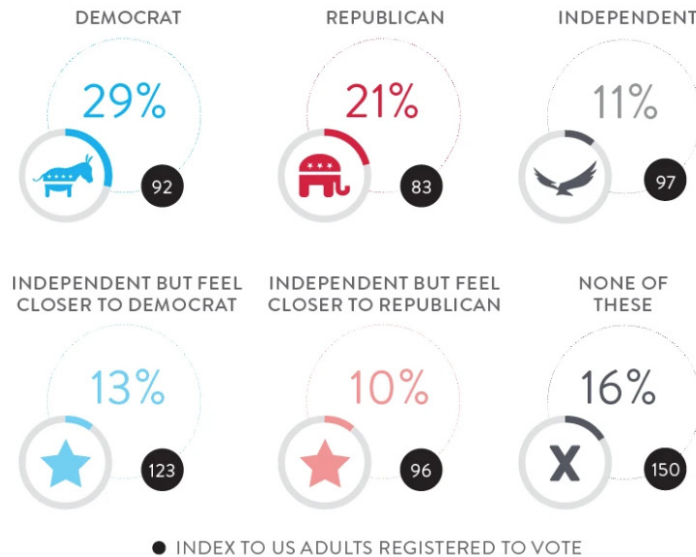
Source: NLTV NOV2015, Average Daily Time Spent HH:MM, P25-54, Live PUT, XPLT, Multimedia Device (Apple TV, Roku, Chromecast, etc)

**Source:** [Nielsen Average Time Spent Per Day](#), 2016

**STUDENT HANDOUT**

# HOW DO YOUNG VOTERS IDENTIFY THEMSELVES?

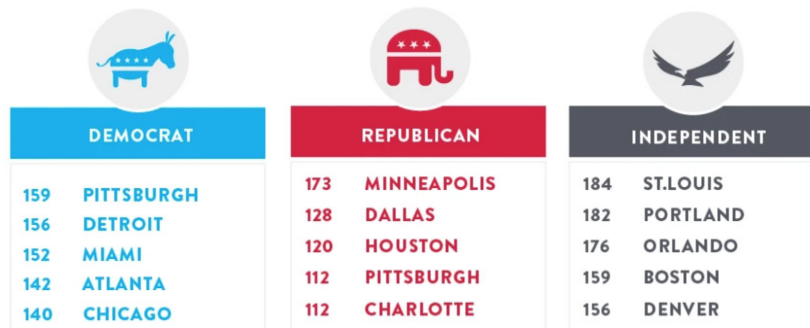
Half of young voters fall into independent or non-affiliated categories



Source: Nielsen Scarborough USA+ Release 1 2015  
Base: U.S. Adults 18+ Registered To Vote

# FINDING YOUR VOTER WITH LOCAL NEWS

Top five LPM markets that over-index for young voters who watch local news



Source: Nielsen Scarborough USA+ Release 1 2015 based on top 25 LPM markets only; Political Affiliation is Self-Identified  
Base: Total U.S. Adults 18-34  
Target: Adults 18-34 Registered to Vote in Their District of Residence Who Watch Any Local News (Morning, Daytime, Evening)

**Source:** [Nielsen, They Vote, They Decide: Finding Young Voters with Local and Social Media](#), 2016.